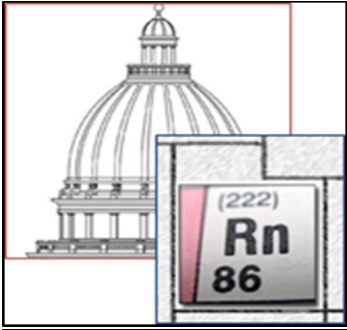


## ***The Utah Radon Policy Coalition***

# **Public Policy Advocacy and Radon**

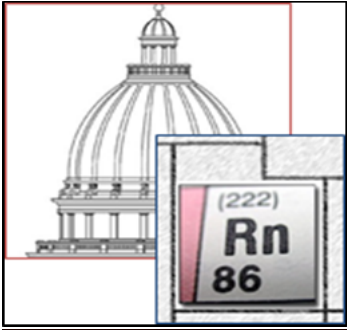


# Public Policy Advocacy and Radon

*The Utah Radon Policy Coalition*

## Why Should we Advocate?

Government entities and departments of government introduce, pass or kill legislation; appropriate funding; establish rules and regulations; adopt ordinances and codes; and enact policies and programs. The public policy advocacy process provides the opportunity for radon advocates to get involved with and directly influence these activities and to direct them to the favor of their issues.

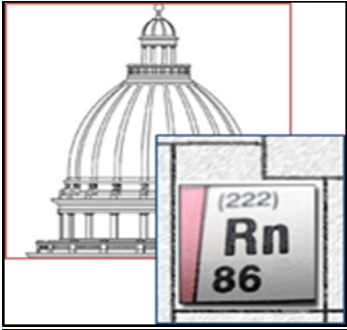


# Public Policy Advocacy and Radon

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## What Is Advocacy

Advocacy involves speaking up, supporting a cause or making a case.

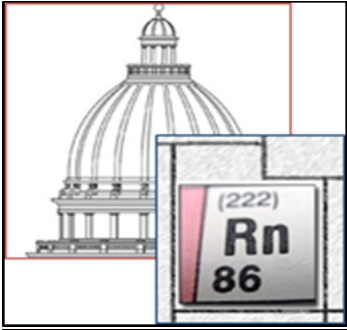


# Public Policy Advocacy and Radon

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## What Is Public Policy Advocacy

1. Educating elected or appointed officials about existing problems and generally how to eliminate them.
2. Lobbying elected or appointed officials to influence their support or opposition of legislation, fiscal actions, administrative rules, ordinances, policy, or programs (direct lobbying). Lobbying also includes encouraging the public to contact legislators or policy makers to influence their decisions (grassroots lobbying).



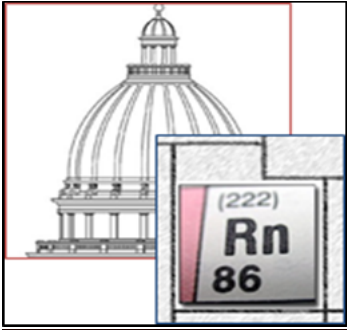
# Public Policy Advocacy and Radon

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## Who Can Advocate

### Individuals

The First Amendment of the U.S. Constitution protects every American's right as a private citizen to serve as a policy advocate or to lobby public officials and their staff at the local, state or federal levels.



# Public Policy Advocacy and Radon

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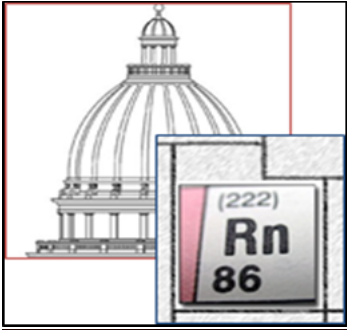
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### For-profit Companies and their Employees

There are no restrictions or limits on this type of organization or their employees from educating or lobbying public officials and their staff.



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# Public Policy Advocacy and Radon

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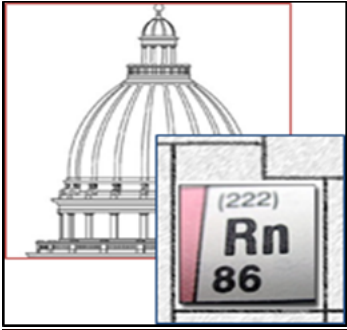
### For-profit Companies and their Employees

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### Non-profit 501(C)(3) Organizations and their Employees

There are no restrictions or limits on this type of organization or their employees from educating public officials and their staff.

Lobby activities are also allowed, although there are IRS restrictions on the amount of lobbying activities and expenditures that are permitted.



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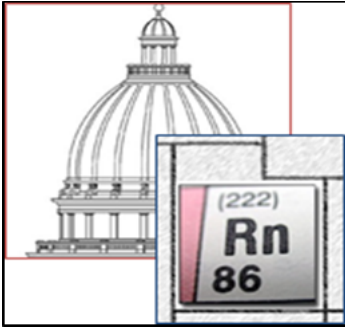
## Where can we Advocate?

*All Politics are Local!*

Depending on your state's political environment, some or all of the following policy making venues are available:

- The State Legislature
- Departments of State Government
- Boards and commissions established by state law
- City and County Governments
- Local Health Departments
- Special Districts





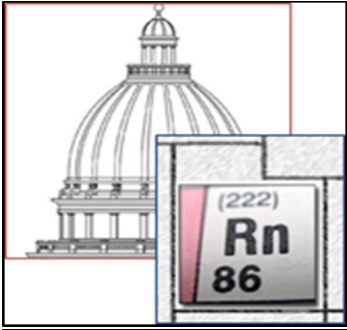
# Public Policy Advocacy and Radon

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## What can we Advocate For?

*All Politics are Local!*

What we can Advocate For	Policy Making Venue
<ul style="list-style-type: none"><li>• State Laws and Funding</li></ul>	<ul style="list-style-type: none"><li>• State Legislature</li></ul>
<ul style="list-style-type: none"><li>• Administrative Rules</li></ul>	<ul style="list-style-type: none"><li>• Departments of Government</li><li>• Boards and Commissions</li></ul>
<ul style="list-style-type: none"><li>• Codes and Ordinances</li></ul>	<ul style="list-style-type: none"><li>• Municipal Governments</li><li>• County Governments</li></ul>
<ul style="list-style-type: none"><li>• Policies and Programs</li></ul>	<ul style="list-style-type: none"><li>• Local Health Departments</li><li>• Special Districts.</li></ul>



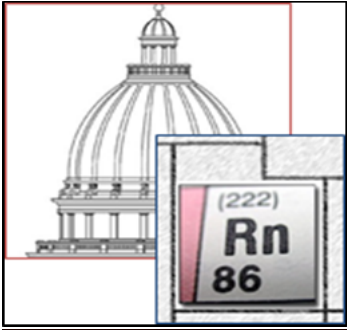
# Public Policy Advocacy and Radon

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## How do we Advocate?

### Some General Principles

- Build a presence in your state and establish your legitimacy.
- Identify, inventory and prioritize the problems you want to solve.
- Gain a sense of your state's political climate and policy processes.
- Identify and build relationships with key decision makers in as many policy making venues as possible.
- Assess the power you may have over key decision makers.
- Identify your collaborators.
- Identify your detractors and enemies and their arguments.



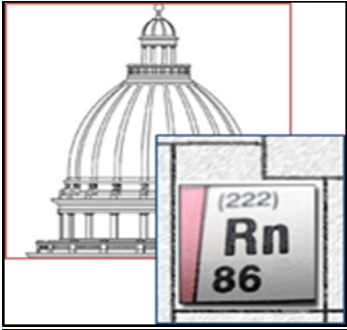
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## How do we Advocate?

### Keys to Success or How to Pass Legislation

- Select issues relevant to the political environment – Red Vs Blue.
- Pursue the issue in the venue determined by your state's policy process.
- Acquire strong champions in the venue who are dedicated to your issue.
- Time your strategies and tactics to the steps in the policy process.
- Educate all decision makers in the process with information relevant to them and their constituents.
- Maintain consistent messages across steps and with all advocates.
- Maintain involvement in each step of the process.
- Remain dedicated, persistent, honest, sincere and patient.
- Remember that the public policy process is a marathon, not a sprint!
- Don't hesitate to ask for or purchase assistance.

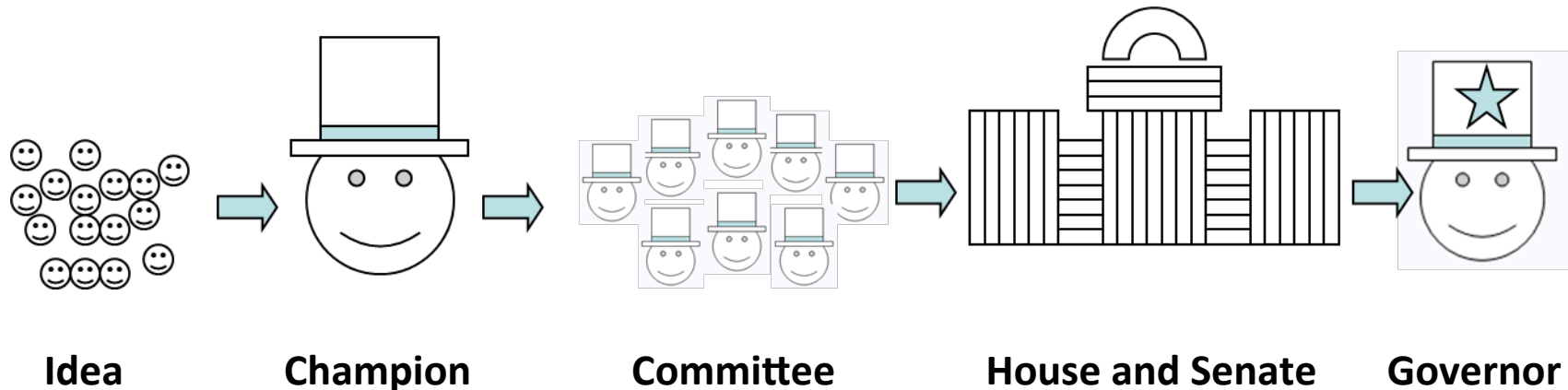


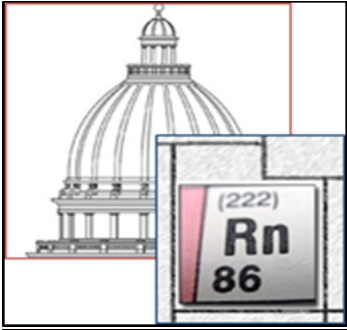
# Public Policy Advocacy and Radon

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## How do we Advocate?

### The State Legislative and Appropriations Processes





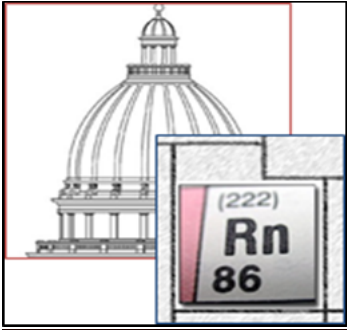
# Public Policy Advocacy and Radon

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## What we have Achieved in Utah

### About Utah

- Utah is an extremely conservative state.
- For the most part, radon is unregulated in Utah.
- While radon is prominent, radon awareness is low.
- Cities, counties, local health departments, special districts, etc. are subordinate to the state and are impeded from adopting radon related ordinances, codes, etc.
- Relators and builders are strong lobbies in Utah that hinder passage of radon statute, regulations, ordinances and codes.



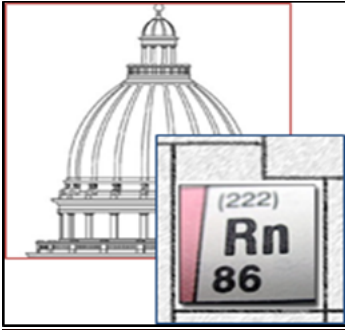
# Public Policy Advocacy and Radon

*The Utah Radon Policy Coalition*

## What we have Achieved in Utah

### Our Strategy

- Established our presence by creating the URC and URPC.
- Determined the state legislature is the policy venue for radon advocacy.
- Expanded radon education with the general public and key legislators.
- Recruited powerful legislators as our champions who serve on committees important to our issue and represent areas with high radon levels.
- Given the conservative legislative environment and strong opposition to regulation, determined that to “soften the underbelly” of our opposition, seeking funding to expand radon education is our first priority.

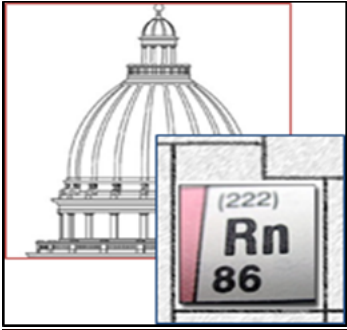


# Public Policy Advocacy and Radon

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## What We Have Achieved in Utah

<ul style="list-style-type: none"><li>• FY 2013: SCR 11-Concurrent Resolution on Radon Gas that urges all Utahns to become aware of, test for and if necessary remediate radon.</li></ul>	<ul style="list-style-type: none"><li>• FY 2014: A \$50,000 ongoing appropriation in for operations of the Utah Department of Environmental Quality Indoor Radon Program.</li></ul>	<ul style="list-style-type: none"><li>• FY 2014: A one-time \$25,000 appropriation for radon awareness.</li></ul>
<ul style="list-style-type: none"><li>• FY 2015: A one-time \$25,000 appropriation for radon awareness.</li></ul>	<ul style="list-style-type: none"><li>• FY 2015: Passage of Utah Code requiring the UDOH, working with the UDEQ Radon Program to develop a statewide electronic radon awareness campaign.</li></ul>	<ul style="list-style-type: none"><li>• FY 2016: A one-time \$150,000 appropriation for radon awareness.</li></ul>



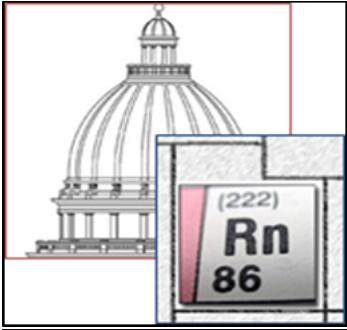
# Public Policy Advocacy and Radon

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## On the Horizon in Utah

- Due to the efforts of the URC and state and county health entities, during the past four years, elected officials have become significantly more aware of the radon issue in Utah.
- State legislators will grow even more aware of the radon issue and necessity of protecting Utahns from radon once the statewide radon awareness campaign is developed and launched with the funding for which we successfully advocated during the last legislative session.
- **Thus laying the ground work for us to shift the focus of advocacy efforts in the future from primarily seeking funding to seeking a mix of ongoing funding and protective statutes and rules.**





# Public Policy Advocacy and Radon

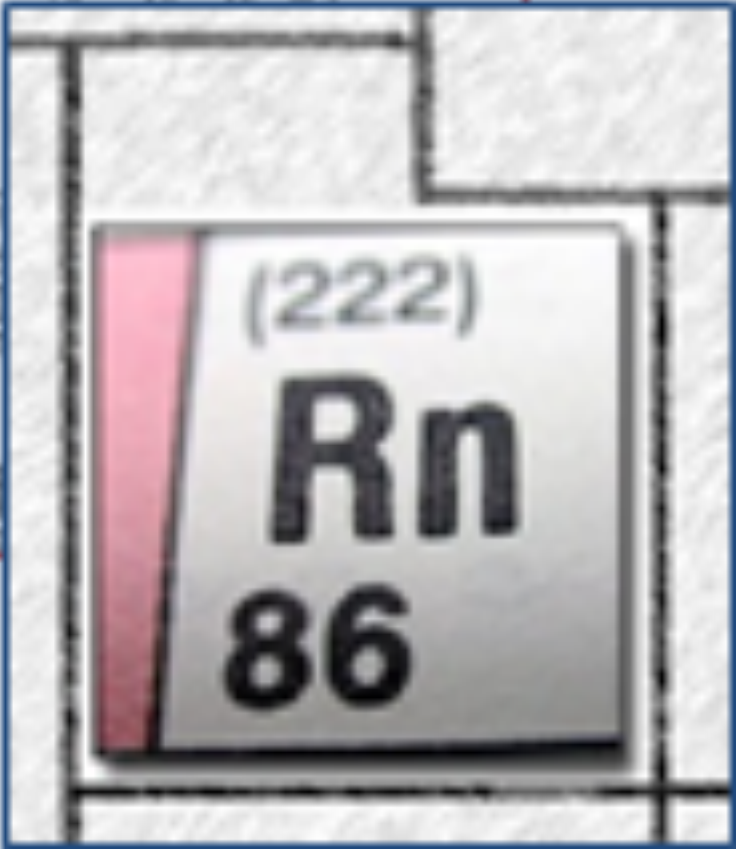
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## SUMMARY

- Done correctly, public policy advocacy is a powerful tool to deal with radon issues in our states!
- The federal constitution and federal and state laws and regulations allow most private citizens and entities to advocate through both education and lobbying.
- All politics are local. What works in a blue state will likely not work in a red state. The successful advocate must be aware of and work within the context of the political environment, political process, and political process venues in their state.
- The public policy process is a marathon, not a sprint.



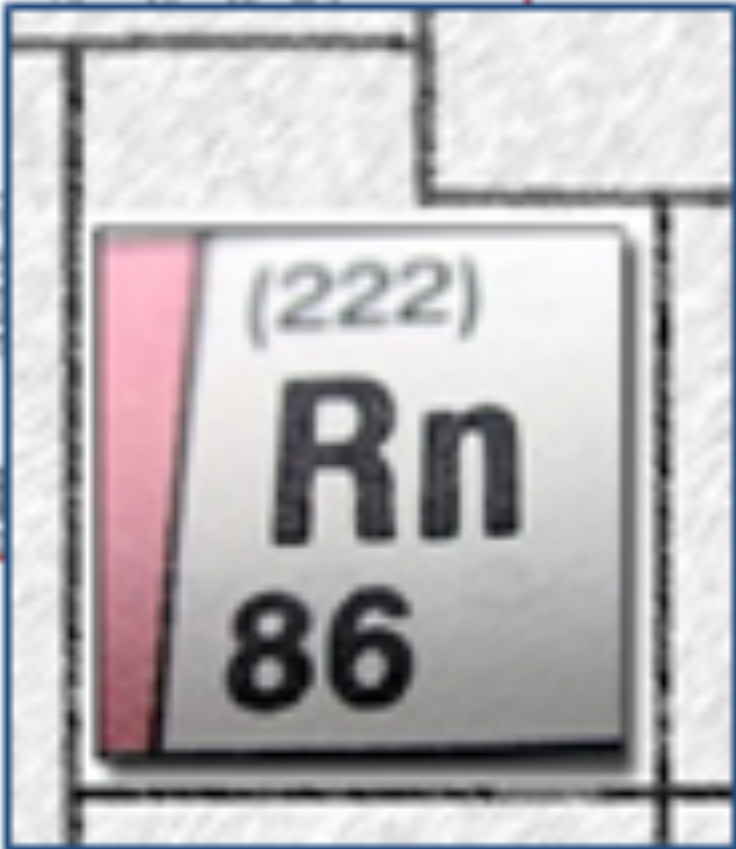
# QUESTIONS



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**THANK YOU**



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